



TOOLKIT

Use this campaign toolkit to promote National High Potassium Awareness Day on social media, in your publications, and in your community on 5.1.24!

Welcome to the National High Potassium Awareness Day Toolkit!



Thank you for joining this national, educational “Are You O-K+” campaign aimed at increasing awareness of the devastating effects high potassium (known as hyperkalemia) can have on individuals with advanced chronic kidney disease (CKD). This campaign effort will lead up to May 1 (5.1), marking this day as National High Potassium Awareness Day. Approximately three million people in the U.S. with CKD and/or heart failure are living with high potassium levels.

Potassium is an important mineral that plays a key role in controlling the function of nerves and muscles, particularly the heart. Potassium is found in many foods, particularly fruits and vegetables, and may also be a side effect of some medications. Most of the extra potassium consumed is removed by the kidneys. When kidney function decreases to a certain level, the body cannot get rid of excess nutrients, like potassium. If an individual’s potassium level become too high, then they may be diagnosed with hyperkalemia—a serious and potentially life-threatening condition.

The “Are You O-K+” campaign utilizes the scientific symbol of potassium “K+” with a popular message “Are You Ok” to encourage individuals with kidney diseases to know their potassium level. The safe range for your blood potassium level is considered to be under 5.1 (3.5 -5.0 mEq/L). Levels of 5.1 and higher indicate the onsite of hyperkalemia.

National High Potassium Awareness Day will take place on May 1 (5.1) each year. Learn more about the consequences of unmanaged high potassium and help spread the word today through 5.1!

Visit the campaign website: www.AreYouOK.org

Follow us on social media: [@areyouok5point1](https://www.instagram.com/areyouok5point1)



THE 2024 NATIONAL HIGH POTASSIUM AWARENESS DAY IS PROUDLY SUPPORTED BY AN EDUCATIONAL DONATION FROM:



SOCIAL MEDIA

Social Media is a GREAT way to get the word out about important topics such as high potassium (hyperkalemia)! The posts below can be used on all your social media channels. Feel free to customize them to fit your audience(s) or to reflect your personal experience.

Be sure to follow us on Facebook, X, and Instagram at [@areyouok5point1](https://www.instagram.com/areyouok5point1) and share, retweet, comment, and like our posts/tweets! You can tag us on your posts/tweets by using the campaign hashtag [#areyouok5point1](https://www.instagram.com/areyouok5point1).

Posts: Before May 1 (use these posts now through April 30)

National High Potassium Awareness Day is coming on 5.1.24. Are you O-K+? Learn more about the risks of uncontrolled potassium and its effect on the kidneys and heart! www.areyouok.org

National High Potassium Awareness Day is coming on 5.1.24. Are you O-K+? Learn more about the signs and symptoms of high potassium (hyperkalemia) here: www.areyouok.org

National High Potassium Awareness Day is coming on 5.1.24. Are you O-K+? AAKP wants you to learn more about high potassium (hyperkalemia) and the safe range of blood potassium level. www.areyouok.org

National High Potassium Awareness Day is coming on 5.1.24. Are you O-K+? AAKP wants you to learn more about high potassium and your food choices as kidney patients! www.areyouok.org

National High Potassium Awareness Day is coming on 5.1.24. Are you O-K+? Learn more about high potassium and food nutrition labels. www.areyouok.org

National High Potassium Awareness Day is coming on 5.1.24. Are you O-K+? Learn more about high potassium and dialysis patients: www.areyouok.org

What's so important about 5.1? It's the lab value for high potassium! Don't take the risk, learn more at www.areyouok.org and support National High Potassium Day on May 1st!

National High Potassium Awareness Day is on 5.1.24. Learn about high potassium and chronic kidney disease through educational resources including a potassium-friendly pizza recipe demonstrated by The Cooking Doc. www.areyouok.org

Posts: On May 1 (use these posts on May 1st)

Happy National High Potassium Awareness Day! Today is the day to learn about high potassium and kidney disease management. Go to www.areyouok.org to learn more.

Most extra potassium eaten in the diet is removed by the kidneys, but what if your kidneys aren't working well? 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

When kidney function decreases, the body cannot get rid of as much extra potassium and levels may rise. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Potassium levels may rise due to certain medications. Talk to your doctor to find out what medications to avoid. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Symptoms of high or low potassium can be very vague. Monitor potassium levels with regular bloodwork. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

The safe range of blood potassium levels is considered to be 3-5-5.0 mEq/L. Read more about safe blood levels. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

High potassium fruits and veggies include bananas, avocados, potatoes, beans (except green beans), and tomatoes. 5.1 is National High Potassium Awareness Day. Are you O-K+? For a full list of high and low potassium fruits and veggies, and more information, visit www.areyouok.org!

Low potassium fruits and veggies include apples, grapes, watermelons, green beans, summer squash, and bell peppers. 5.1 is National High Potassium Awareness Day. Are you O-K+? For a full list of high and low potassium fruits and veggies, and more information, visit www.areyouok.org!

Did you know veggies and potatoes can be leached (peeled, cut into small pieces, rinsed, and soaked for at least four hours and rinsed again) to lower potassium? 5.1 is National High Potassium Awareness Day. Are you O-K+? Learn more: www.areyouok.org

It's important to remember portion size, even if you eat low potassium foods. 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Great news for kidney patients— food nutrition labels now include potassium! 5.1 is National High Potassium Awareness Day. Are you O-K+? Read more and learn about how to read nutrition labels: www.areyouok.org

Use caution with salt substitutes—they may contain hidden potassium. 5.1 is National High Potassium Awareness Day. Are you O-K+? Learn more: www.areyouok.org

Dialysis Patients—get all treatments and exchanges prescribed to help prevent high potassium! 5.1 is National High Potassium Awareness Day. Are you O-K+? www.areyouok.org

Graphic Downloads

Graphic images are available for Facebook, Instagram, X, and LinkedIn! Match them up with any of the following posts on your social media channels for National High Potassium Awareness Day!

[Click here to Download](#) (zip file)

Facebook Profile Picture

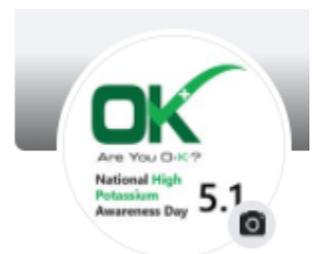
Change your Facebook profile picture to support National High Potassium Awareness Day now through May 1.

Directions:

[Save this photo](#) to your computer or phone.

To add a Facebook profile picture or change your current profile picture:

1. Click your profile picture in the top right of Facebook.
2. Click  in the bottom right of your profile picture.
3. Choose a photo.



4. Click save.

DIGITAL BANNER ADS

Using digital banner ads on your website or in your publications (such as emails and newsletters) is another GREAT way to get the word out about National High Potassium Awareness Day. Be sure to link the ads to www.areyouok.org.

[Click Here to Download \(zip\)](#)

FACT SHEET

The Fact Sheet is a 2-sided 8.5 x 11" PDF file. It can be shared digitally or printed and is another GREAT tool to get the word out about the effects of high potassium and National High Potassium Awareness Day!

[Click Here to View/Download - English](#)

[Click Here to View/Download - Spanish](#)

INFOGRAPHIC

Share our infographic on high potassium.

[Click Here to View/Download - English](#)

[Click Here to View/Download – Spanish](#)

POCKET GUIDES

Download and share this small pocket-size brochure on high potassium. You can also order up to 25 copies for FREE. [Click here to View/Download](#)

Download the AAKP's Pocket Guide to Understanding the Food Nutrition Facts Label Facts Label. You can also order up to 25 copies for FREE. [Click here to View/Download](#)

NEWSLETTER AND EMAIL CONTENT

Include these short articles in your next newsletter or email to help educate kidney patients/caregivers on high potassium and support National High Potassium Awareness Day.

Patient Stories

National High Potassium Awareness Day is coming on May 1 (5.1). Are you O-K+? The American Association of Kidney Patients (AAKP) wants you to learn more about high potassium (hyperkalemia) and chronic kidney disease. Read about how kidney patients have dealt with high potassium in their kidney journey.

- Read Brandi's Story: <https://bit.ly/AAKPambassador-Brandi>
- Read Christine's story: <https://bit.ly/AAKPambassador-Christine>
- Read Rozelle's story: https://bit.ly/AAKPambassador_Rozelle
- Read Nate's story: https://bit.ly/AAKPambassador_NateB
- Read Chef O's story: https://bit.ly/AAKPambassador_ChefO
- Read Jonathan's story: <https://bit.ly/NHPAD-Jonathan>
- Read Jane's story: <https://bit.ly/NHPAD-Jane>
- Read Payal's story: <https://bit.ly/NHPAD-Payal>
- Read Leigh-Ann's story: <https://bit.ly/NHPAD-LeighAnn>
- Read Dale's story: <https://bit.ly/NHPAD-Dale>
- Read Dawn's story: <https://bit.ly/NHPAD-Dawn>

You can learn more about high potassium and take part in National High Potassium Awareness Day activities now through May 1. Visit www.areyouok.org or join in on social media at [@areyouok5point1](https://www.facebook.com/areyouok5point1) on Facebook, Instagram, and X.

Proclamation Letter

You can help make National High Potassium Awareness Day an official awareness day in your state by sending a proclamation letter to your state governor. Email us at areyouok5point1@gmail.com to get started with your proclamation letter today. We'll provide you with a template proclamation letter and guidance to contact your state governor's office. **In 2022 and 2023, Georgia, Florida and Texas recognized May 1 as National High Potassium Awareness Day! Will your state be next?**

Videos

This video playlist provided by the American Association of Kidney Patients (AAKP) includes educational videos to help patients learn more about high potassium. Videos include a cooking demo by The Cooking Doc for pizza, an educational webinar, and more! Check it out at <https://bit.ly/potassiumplaylist> and share videos today!

Watch *AAKP Delicious!* 6th and 7th Edition recipes being made! These kidney-friendly recipes were released for National High Potassium Awareness Day. <https://bit.ly/AAKPDeliciousRecipeVideos>

Visit www.areyouok.org to get even more educational resources on high potassium. Follow National High Potassium Awareness Day on social media at [@areyouok5point1](https://www.facebook.com/areyouok5point1) on Facebook, Instagram, and X.

Questions? Reach out to us at: areyouok5point1@gmail.com
or Jennifer Rate, Director of Communications and Digital Operations, jrate@aakp.org